

## Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 USIA-15 /032 W

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R 051003Z JAN 76

FM AMEMBASSY BANGKOK

TO SECSTATE WASHDC 63340

INFO AMEMBASSY CANBERRA

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY MANILA

AMEMBASSY SEOUL

AMEMBASSY SINGAPORE

AMEMBASSY TAIPEI

AMEMBASSY TOKYO

AMEMBASSY WELLINGTON

AMCONGEN HONG KONG

UNCLAS BANGKOK 0153

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: TRADE CENTER PRODUCT MARKETING SERVICE

REF: 75 STATE 297149

1. EMBASSY BANGKOK WAS INTERESTED TO READ ABOUT NEW PMS SERVICE WHICH ALL TRADE CENTERS WILL BEGIN OFFERING. WE INVITE DEPARTMENT'S ATTENTION TO FACT THAT, IN ADDITIONAL TO TRADITIONAL SUPPORT TO VISITORS, OUR COMMERCIAL SECTION (COMAT) HAS BEEN PROVIDING VIRTUALLY ALL OF THE LISTED SERVICES SINCE THE TRADE CENTER MOVED TO SINGAPORE IN 1973. DURING THE PAST FOUR MONTHS, FOR EXAMPLE, U.S. FIRMS WITH THEIR LOCAL AGENTS HAVE PUT ON FIVE MINI-EXHIBITIONS OF THEIR PRODUCTS IN OUR COMMERICAL LIBRARY OR ADJOINING TERRACE, OFTEN IN CONJUNCTION WITH A TECHNICAL SEMINAR.

2. THESE FIRMS IN EVERY CASE HAVE HAD LOCAL AGENTS TO ASSIST IN PREPARING FOR THE EVENT: MAKE UP THE INVITATION LIST, STUFF AND MAIL EMBASSY'S LETTER OF INVITATION, SET UP AND DISMANTLE THE  
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SHOW AND PROVIDE COVERAGE DURING THE EXHIBITION. COMAT

PROVIDES THE SITE (OUR MOBILE LIBRARY STACKS CAN BE MOVED, CLEARING A 19 X 21 FT. SPACE FOR AN EXHIBITION OR FOR 50-60 ATTENDEES AT A SEMINAR), USIS PLACES PRESS RELEASES, AND THE INVITATION LETTERS ARE SIGNED BY THE COMMERICAL ATTACHE. ALSO AVAILABLE ARE COMAT'S VIDEO-CASSETTE VIEWER, USIS FILM OR SLIDE EQUIPMENT AND/OR OTHER ELECTRONIC EQUIPMENT FURNISHED AS NEEDED, TABLES AND CHAIRS FOR SEMINARS, A PRIVATE OFFICE WITH TELEPHONE FOR USE BY VISITING U.S. BUSINESSMEN, IN ADDITION TO THE OTHER ROUTINE SERVICES, I.E. REPFIND, MAKING APPOINTMENTS, ETC. MOST EXHIBITORS SERVE REFRESHMENTS, RANGING FROM SOFT DRINKS TO CATERED LUNCHES. A LOCAL EMPLOYEE, DEPENDING ON THE PRODUCT CATEGORY, IS ASSIGNED TO PROVIDE PRIMARY ASSISTANCE BACKED UP BY AN AMERICAN OFFICER.

3. WE WOULD APPRECIATE IT IF USDOC, IN ADDITION TO PUBLICIZING TRADE CENTERS' PMS SERVICE, ALSO WOULD PUBLICIZE THIS FREE SERVICE AVAILABLE TO ANY VISITING U.S. BUSINESSMAN HAVING AN AGENT IN BANGKOK. REGRETFULLY, WE DO NOT HAVE THE MANPOWER TO OFFER SUCH EXTENSIVE SERVICES TO THOSE FIRMS WITHOUT LOCAL AGENTS.

WHITEHOUSE

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